

Job title	Senior Designer		
Job family	Technical Production		LR

Job purpose

The Senior Designer will develop and deliver content, ensuring that it achieves the highest creative and editorial standards with adherence to BBC guidelines.

The Senior designer will use their expertise to lead on a variety of projects and deliver to an agreed brief and on time across all platforms – they will also task manage and/or mentor more junior staff as required.

- Key responsibilities and accountabilities**
- Accountable for the creative deliveries of a programme or project
 - To produce distinctive content on a variety of platforms.
 - Be accountable for the quality of your work and ensure it meets intended purposes
 - Be accountable for the usability and accessibility of design deliveries for the broadest possible cross-section of the audience
 - To ensure content reflects our diverse audiences
 - Accountable for the delivery of content, acting within BBC Editorial, Legal and Health & Safety guidelines
 - To work effectively with other departments ensuring you maintain excellent relationships throughout
 - To keep up to date with emerging industry trends
 - Self-starting with ability to empower teams and colleagues to focus on achieving goals
 - Able to manage difficult stakeholders and deliver in ambiguous, fast-changing and complex environments
 - Develop and manage positive working relationships with team members and colleagues and be able to give guidance, support and constructive feedback
 - Deputising where appropriate for senior team members
 - Share design expertise and creative solutions for the benefit of the audience
 - Be responsible for creating a positive working environment for colleagues from a diversity of backgrounds and experiences
 - Able to lead on lead on key projects, and creatively guide other Designers

- Knowledge, skills, training and experience**
- Essential**
- A thorough knowledge of BBC editorial guidelines and other compliance policies
 - Understanding of the importance of the BBC's values in accuracy and impartiality.
 - A passion for and a great understanding of the area in which the role operates.
 - Evidence of an extensive portfolio of consistently great work demonstrating creative flair
 - An advanced Adobe Creative Suite User and / or VizRt
 - Able to lead an on the day team and respond to the editorial agenda
 - Proven experience of taking ideas from concept to finished product whilst driving forward creativity
 - Able to talk through your design decisions with a diverse range of people and diverse range of solutions
 - Comprehensive technical understanding of studio, digital and production workflows
 - Working understanding of technologies involved in graphic production
 - Follow the latest design trends and technology developments
 - Knowledge of the target audience, their needs and expectations
 - Relevant Degree or equivalent experience

Job impact
<p><i>Decision making</i></p> <ul style="list-style-type: none"> • Reports to Creative Head • Editorial responsibility in line with BBC guidelines • Able to take charge of project delivery • Prioritises and can plan own workload • Able to lead on key projects and act-up for the Creative Head • Keeps appropriate people well informed of plans and progress • Spots development opportunities for self and colleagues and actively offers support • Prioritises demands to make good use of resources • Creates and nurtures strong relationships internally and externally <p><i>Scope</i></p> <p>Finance:</p> <ul style="list-style-type: none"> • Takes responsibility for delivering a project on time and on budget, working with a Project Manager or Producer <p>Line management:</p> <ul style="list-style-type: none"> • Feedback into appraisals process • May manage day to day output of team • May Task manage workloads for 1-5 members of staff <p>Actively participates and leads the sharing of ideas and technical expertise across the team.</p>

Other information	
For Reward team use only	
Job Code	
Definition:	Content

This job description is a written statement of the essential characteristics of the job, with its principal accountabilities, incorporating a note of the skills, knowledge and experience required for a satisfactory level of performance. This is not intended to be a complete, detailed account of all aspects of the duties involved.

Appendix

There may be sub-sets of the generic job described above which require additional technical skills. This appendix to the generic job description can be developed to cover such situations.

Division	
Reports to (title)	Programme Editor, Africa, with 'dotted line' to Creative Director, Visual Journalism
Location base	Nairobi

Organisation structure	
<p>BBC Africa aims to make, explain and connect African and global stories by providing a unique insight into the main stories of the day in original formats. The African service digital offer consists of websites, mobile sites and social media with all services providing multimedia content in text, video, interactive and audio for radio, online, TV, mobile and social media platforms. Visual Journalism provides all the graphics for BBC television news. It is a 24-hour, 7 days a week operation. The role may involve shift working which can include early mornings, late weekends and Bank Holidays. The Nairobi team provides graphics for a wide variety of programmes including Business News, Health and Discussions. As part of BBC News Visual Journalism, we work alongside UX&D designers, CS developers and the Online Specials Team, and have regular meetings together.</p> <p>Formal Line Management from Nairobi. 'Creative Line Management' from NBH - project & design support from the London based Creative Directors.</p>	

Additional job specific responsibilities and accountabilities
<ul style="list-style-type: none"> • Manage the graphics workload in the Nairobi Office • To produce distinctive content on a variety of platforms. • Be accountable for the usability and accessibility of design deliveries for the broadest possible cross-section of the audience • Ensure our content reflects our diverse audiences • Share design expertise and creative solutions for the benefit of the audience • Be responsible for creating a positive working environment for colleagues from a diversity of backgrounds and experiences • Support the Nairobi Designers to balance planning & daily requests ensuring delivery is on time • It's a 'hands on' role so you will deliver graphics to a high standard on a daily basis • Deliver ad hoc training for editorial staff in graphics 'best practice' • Maintain regular contact & collaborate with Creative Directors in London • Ensure there is a workflow for project files to be backed up & available to all sites • Produce monthly newsletter of work produced in Nairobi